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NV Champagne Makes Gains in Secondary Market, Signaling a New Era

Investment Buzz Grows for Non-Vintage Blends

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Picture this: the serene vineyards of Champagne, where the elegance of time-honored traditions meets modern innovation. Here, amidst rows of vines, something intriguing is brewing, and it's not just the grapes. The wine market, traditionally a playground for vintage champagnes with their well-documented pedigree and aging prowess, is now making room for a new contender—non-vintage (NV) Champagne. Recent trends and

market shifts are painting a vibrant future for these blends, which may soon rival their vintage counterparts in both prestige and profitability.

In the heart of Champagne, NV Champagne represents a significant portion of the total production. Crafted by blending wines from different years, NV Champagne aims to deliver a consistent house style year after year. Historically, this approach didn't attract the same level of investor attention as vintage-specific wines. Yet, the winds of change are blowing. According to a recent report by Wine Cap, there's a growing buzz around NV Champagne as a viable investment option.

A shift has been noted in the secondary market for Champagne, traditionally dominated by vintage labels. Some key NV Champagne brands that were seeing a downturn six months ago have ticked upward in value during the first quarter of the year, registering gains between 1% and 6%. These modest increases suggest a potential trend reversal for a region that had been experiencing a dip in value since its peak in October 2022.

Luxury producers are leading the charge in revolutionizing the appeal of NV Champagne. Take Krug, for instance, which has begun assigning edition numbers to its high-end NV Champagnes. These editions provide details such as disgorgement dates, harvest conditions, and blend compositions, transforming each release into a unique narrative. This not only adds allure but also sparks interest among collectors and connoisseurs, thus energizing the secondary market for these wines.

The Wine Cap report highlights that NV Champagne now represents 15% to 20% of the secondary market, a significant leap from the previous 5%. Older editions, in particular, have seen a notable increase in value, with vintage Grand Cuvées fetching a premium on the market.

Industry experts like Martin Pruszynski of Wine Cap note that differentiation between editions began some time ago but has recently gained momentum. Brands such as Jacquesson, which initiated these practices in 2000, and Krug have been joined by names like Laurent Perrier and Louis Roederer. The latter launched its first named NV cuvée, Collection 242, in 2021. This trend of distinct editions allows the market to track and compare the performance of each, helping to establish a clear lineage of value and quality.

This shift in perception is becoming increasingly recognized in the secondary market. The growing interest in Champagne and the adoption of numbered editions by significant producers like Louis Roederer are creating a ripple effect, setting the stage for more producers to adopt similar practices.

The current landscape shows that, while still in its early stages, the focus on NV Champagne is shifting. Investors, consumers, and traders are beginning to view these wines with a fresh perspective, potentially leading to broader recognition and appreciation in the secondary market. Though compiling these data into a single index is challenging due to the unique nature of these brands, the potential for growth and appreciation is undoubtedly on the rise.

So, the next time you sip on a glass of NV Champagne, remember, you're not just enjoying a blend of different vintages—you're tasting the future of an evolving market. Cheers to the underdog becoming a top dog in the world of wine!